

Annual Report

2018 - 2019



**B.I. Moody III College of
Business Administration**



Mariast Financial Services Lab

Now Open
For Business

**Faculty Researchers
Make Impacts**
Beyond the Classroom



UNIVERSITY of
LOUISIANA
LAFAYETTE

VISION

The vision of the B. I. Moody III College of Business Administration is to be recognized as a leader in developing ethically responsible professionals and scholars who positively impact our Acadiana region, Louisiana, and the global community.

MISSION

The B. I. Moody III College of Business Administration is a vibrant learning community in a culturally rich region. We foster intellectual curiosity, creativity, and innovation to produce a seasoned gumbo of successful professionals, scholars, and global citizens.

VALUES

Community: We establish and maintain meaningful relationships to create value for our university and stakeholders.

Discovery: We foster intellectual curiosity, creativity, and innovation.

Excellence: We are committed to teaching, research, and service with quality and distinction.

Integrity: We demonstrate ethical, socially responsible, and professional behavior.

Relevance: We provide relevant curricula in an ever changing business environment.

Respect: We promote mutual understanding and collegiality that embraces diverse perspectives.



DEAN'S MESSAGE

AS THE 2018-19 ACADEMIC YEAR comes to an end, I am delighted to share with you many achievements of the B.I. Moody III College of Business Administration at the University of Louisiana at Lafayette. As you will see on the following pages, we've been busy, and people have noticed our many efforts.

While this report highlights the accomplishments and advancements we have enjoyed in 2018-2019, I would like to emphasize a few examples. The research conducted by our faculty is comprised of a healthy mix of theory, application, and pedagogy and the faculty have been productive with 76 articles published or accepted. Our faculty have also been active

in grants and sponsored research, securing \$1.5 million in new grants.

Enrollment in the college grew for the second year in a row and topped 2,600 students during the Fall 2018 semester. This enrollment is the highest overall enrollment in the Moody College of Business since 2008. This increase was primarily due to growth in the MBA program. There were 739 on-campus and online students enrolled in the MBA program in Fall 2018.

The MBA program continues to be recognized for its quality by sources such as CEO Magazine, Princeton Review, US News & World Report, Online MBA Today, and College Consensus. Furthermore, our undergraduate programs were also included in the Princeton Review's Best Business Schools list and US News & World Report's Best Colleges list. Such recognition is a testimony to the rigorous and relevant experience received by Moody College of Business students.

We are also excited about our new online BSBA in management, which was announced in Spring 2019. This online management degree will allow students to pursue a degree in business while balancing work or personal obligations. The online undergraduate program option will be

especially beneficial to those who started their degree but did not yet graduate. We are especially proud that this program is part of the UL System initiative, Compete Louisiana, that aims to help the more than 650,000 Louisianans find a path to a more prosperous life and career. Classes begin in Fall 2019 for the online BSBA in management program.

You'll find more information about these initiatives and many others in the following pages. I hope you enjoy this annual report and if you have any questions or suggestions, please contact us at moodybusiness@louisiana.edu.

J. Bret Becton

OUR GOALS AND OBJECTIVES

Provide students with a comprehensive business school experience with high quality academics and value-added student outcomes.

Attract, develop, support, and retain faculty who provide outstanding instruction and produce high quality research.

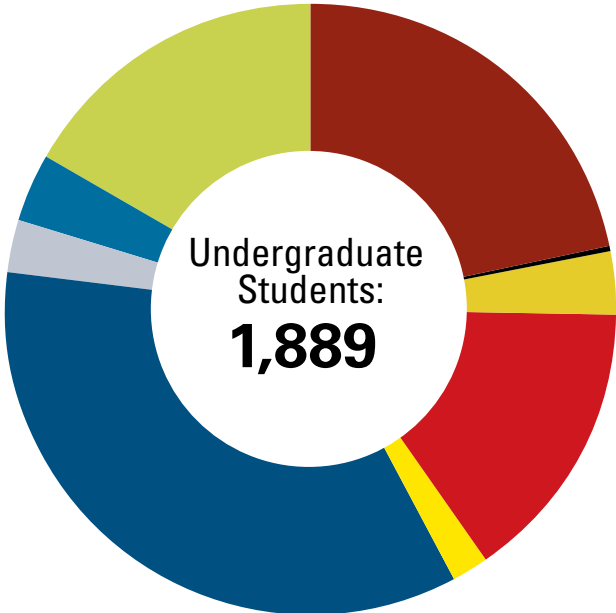
Create and sustain exceptional external relationships and brand awareness.

Provide transparent, shared college governance and superior operational effectiveness.

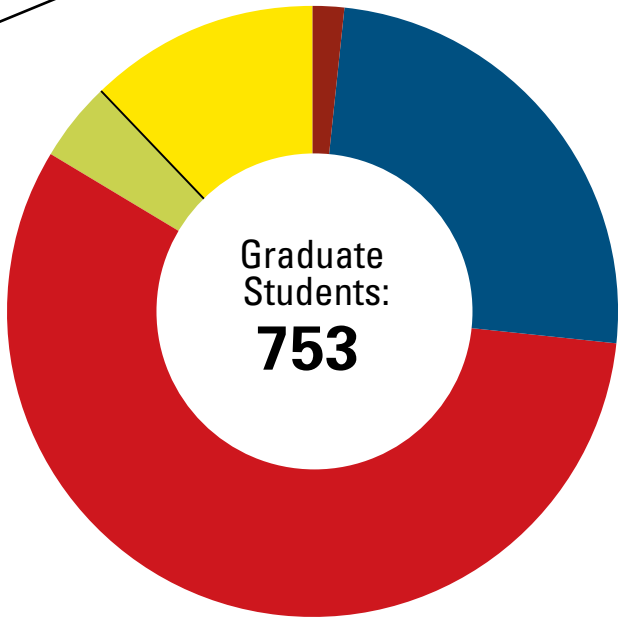


B.I. MOODY III COLLEGE OF BUSINESS ADMINISTRATION BY THE NUMBERS

Total Students
as of Fall 2018: **2,642**



- Accounting: 419
- Accounting Post Baccalaureate Certificate: 3
- Economics: 65
- Finance: 283
- Insurance and Risk Management: 35
- Management: 655
- Professional Land and Resource Management: 51
- Hospitality Management: 67
- Marketing: 311



- MS Accounting: 14
- MBA On Campus: 187
- MBA Online: 427
- MBA Healthcare On Campus: 32
- Graduate Certificate: 2
- MBA Healthcare Online: 91



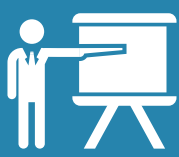
2018 – 2019



383 Bachelor's Degrees Awarded

Master's Degrees Awarded

123



65 Full-Time Faculty

Endowment Value
\$40 Million



As of Fall 2018

210 *Scholarships Awarded*



518 Online MBA Students



Student Recipients 170



On-Campus MBA Students 219

Over
\$297,953
Awarded

Rankings:

Nationally Ranked Undergraduate, MBA and Online MBA programs

- U.S. News & World Report Best Colleges
- U.S. News & World Report Best Online Programs
- The Princeton Review Best Business Schools
- CEO Magazine
- College Consensus
- Online MBA Today

NEW FACULTY

Dr. Sungsil Lee joins the Department of Accounting as assistant professor. Her research interests include accounting for income taxes, financial reporting, debt contracting, and corporate governance. Lee earned her Ph.D. in Accounting



Dr. Sungsil Lee,
Assistant Professor
of Accounting. Ph.D.,
University of Houston

from University of Houston, Master of Accounting from Ohio State University, and an MS in Business

Administration and Bachelor of Business Administration from Seoul National University.

Dr. Gary A. Wagner joins the Department of Economics and Finance as Acadiana Business Economist and Board of Regents Support Fund Eminent Scholar Endowed Chair in Economics. His research interests range from regional economics to state and local public finance issues, with a focus on state rainy day funds, municipal borrowing, costs, and public pension plans. Prior to joining UL Lafayette, Wagner was Vice-President & Senior Regional Officer at the Federal Reserve



Dr. Gary A. Wagner
Acadiana Business Economist
and Board of Regents Support
Fund Eminent Scholar Endowed
Chair in Economics.
Ph.D., West Virginia University

Bank of Cleveland. He previously taught at Old Dominion University, University of Arkansas-Little Rock, University of North Carolina-Chapel Hill, and Duquesne University. Wagner earned his Ph.D. and MA in Economics from West Virginia University and his BA in Economics from Youngstown State University.

Promotions and Tenure

Five business faculty were awarded promotion and/or tenure. Advancement in academic rank is based on performance, teaching, research, and service.

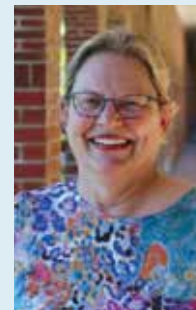
Pam Meyer, (top left) Master Instructor, Department of Accounting

Dr. Patricia Lanier, (bottom left) Professor, Department of Management

Tracy Bundy, (not pictured) Master Instructor, Department of Accounting

Ashley Guidroz, (top right) Senior Instructor, Department of Accounting

Dr. Colleen Wolverton, (bottom right) Associate Professor and granted tenure, Department of Management





COLLEGE HIGHLIGHTS

The B.I. Moody III College of Business Administration is continuously evolving to meet the ever-changing demands and challenges of business. We offer traditional on campus classes, 100% online classes, and hybrid classes that are a mix of on-campus and online.

The Moody College of Business has approximately 2,600 undergraduate and graduate students. We offer eight majors to our undergraduate students with the option to customize their degree by choosing from 14 minors and concentrations. At the graduate level, we offer the Master of Business Administration in both face-to-face and 100% online format with nine concentration options, Master of Science in Accounting, and graduate certificates.

The strength of the Moody College of Business is more than its outstanding programs. We also have a tremendous impact on the lives of our students and community. From research and grants that impact business practice and the regional economy to hands-on experiences that set our students apart in the job market, the work done by the faculty and staff of the Moody College of Business makes a difference.

Our MBA program continues to grow with over 750

students in both the on campus and online programs. The online MBA program conferred degrees to its first graduates in December 2018. We also received recognition as a top MBA program from CEO Magazine, Princeton Review, and U.S. News & World Report.



148 business students completed internships this academic year through the College of Business Internship Program. This is a valuable opportunity for our students to earn academic credit while gaining hands-on, professional experience. We are grateful for

COLLEGE HIGHLIGHTS

the companies who provide our students these career opportunities.

A record number of our students have passed the Louisiana state notary exam. Students in our Business Law 340 Notary Public course in the Fall 2018 semester, taught by Fred Davis, achieved a pass rate of 72 percent on the state notary exam. The state exam average pass rate in Fall 2018 was 23 percent. A record number of University of Louisiana at Lafayette students have taken and passed the Louisiana state notary examination. Attorney Fred W. Davis teaches the course. He's been a notary for 35 years and is the author of the "Pass My Notary" workbook, which is a required textbook for the class.

David Begnaud, CBS News correspondent and University of Louisiana at Lafayette alumnus, was guest speaker for our Marketing 425 Special Topics course and shared professional advice and inspirational stories with the students in the class.

MBA students **Katelyn Huval**, **Brenna Leday**, and **Josh Weilbacher** were the team winners of the **Opportunity Machine** Innovation Conference CREATE initiative pitch contest. Their solution was a four-pronged approach for the CREATE initiative to develop brand awareness. The MBA team participated in the contest as part of their Management 590 Policy

Formulation, Strategy, and Administration course. CREATE Lafayette is an initiative of Lafayette Consolidated Government to celebrate, support, and grow the Lafayette



Parish creative community as a lead economic driver.

Donald T. "Boysie" Bollinger '71 and **Warren A. Perrin '69**, graduates of the College of Business, were the recipients of the UL Lafayette Outstanding Alumni Award. This is the highest honor UL

Lafayette gives to a former student.

The Insurance and Risk Management program was selected for the eighteenth time to be a host for the **Risk Manager in Residence** grant program from **Spencer Educational Foundation**. **Bob Nighan**, Vice President - Risk Manager, Corporate Insurance and Risk Management at **Travelers Insurance** in Hartford, CT visited Lafayette to share his career experiences with our insurance and risk management students, alumni, and local professionals.

The **Professional Sales** program, led by Dr. Brent Baker, was recognized in the Sales Education Foundation 2019 ANNUAL magazine list of "Top Universities for Professional Sales Education."

Jeanine Haller Piskurich '84, Vice President Land, East Business Unit of BPX Energy was the guest speaker at a Student Association of Professional Landmen meeting in April. Piskurich received her



bachelor's degree from the college of business in professional land and resource management. The Moody College of Business Professional Land and Resource Management program is one of only ten in the United States.

Moody Business Week was held in the Fall and Spring semesters offering students numerous professional and personal development opportunities. Students



participated in the Career Closet Pop-Up Shop, business student organization fair, Lunch with the Dean, Internship Q&A Panel, Build Your Brand Workshop, Dining Etiquette Dinner, and the Moody College of Business Internship and Career Fair.

Moody Lecture Series featured Aaron Beam, Former Chief Financial Officer of HealthSouth, for "It Is All About Trust." As co-founder

of one of the nation's largest providers of outpatient surgery and rehabilitative services, Beam witnessed first-hand the series of accounting, stock manipulation, and leadership failures that led HealthSouth to a \$2.8 billion accounting fraud scandal, one of the largest in U.S. history. Aaron Beam shared a fascinating story that offered students important lessons in ethics.



B.I. Moody III College of Business Programs:

Undergraduate Programs

- Accounting
- Economics
- Finance
- Hospitality Management
- Insurance and Risk Management
- Management
- Marketing
- Professional Land and Resource Management

Graduate Programs

- Master of Business Administration
- MBA in Health Care Administration
- Master of Science in Accounting
 - Executive Master of Business Administration
 - Graduate Certificate in Business Administration
 - MBA Health Care Administration Certificate
 - Post Baccalaureate Certificate in Accounting



UNIVERSITY of
LOUISIANA
L A F A Y E T T E

**B.I. Moody III College of
Business Administration**

Dr. Denise Benton, instructor of marketing, was selected to participate in International Week at Pole Universitaire Leonard de Vinci (PULV) in Paris as part of the University of Louisiana System Exchange Agreement.

Dr. Josh Bendickson, assistant professor of management, organized the 3RD Annual Inn-eaux-vate Lafayette-U.S. Association for Small Business and Entrepreneurship (USASBE) Local event that brought scholars and practitioners together to discuss research and teaching innovations in the field of entrepreneurship. He was also elected as Director at Large for USASBE.

Dr. Maria Slater, instructor of economics and finance, hosted the first annual CEED Forum to connect our Hispanic community with education, health and business resources. Panel speakers included representatives from University of Louisiana at Lafayette, South Louisiana Community College, Acadian Ambulance, Southwest Louisiana Area Health Education Center, LSBDC at UL Lafayette, Lafayette Economic Development Authority LEDA, Lafayette International Center, and AOC Community Media.

Dr. Geoffrey Stewart, associate professor of marketing and The Moody Company/BORSF Endowed Chair in Regional Business Development, and the Meridian Institute hosted a discussion on how economic development and innovation can be used to influence the future of seafood related businesses along Louisiana's coastline.

Dr. David S. Baker, associate professor of international business and marketing, was accepted to the prestigious The Fulbright Program Specialist Roster by the U.S. Department of State Bureau of Educational and Cultural Affairs and World Learning. The program matches specialists to projects designed by host institutions in more than 150 countries.

Dr. Patricia Lanier, professor of management, was selected for the inaugural Leadership Youngsville class. A total of 28 people who live, work, or have ties to the City of Youngsville participated in the program.

Heidi Melancon, Director of the Louisiana Small Business Development Center at UL Lafayette, was the recipient of the Junior Achievement of Acadiana Richard E. Baudoin Jr. "Friend of Business" Award.



LOUISIANA IMPACT SERIES

Dr. Geoffrey Stewart, The Moody Company/BORSF Endowed Chair in Regional Business Development and associate professor of marketing, launched the Louisiana Impact Series. This speaker series is an opportunity to connect executives and leaders from Louisiana with students, faculty, and the public. Audiences engaged in conversations and discussion panels with a variety of industry.

Honorable Robert Summerhays: As the newly confirmed United States District Judge for the Western District of LA, Hon. Summhays shared his career progression, including advice for entrepreneurs and start-up companies.

McIlhenny Company: Executives from McIlhenny Company discussed their personal and professional experiences during presentations featuring “Domestic Marketing & Branding”, “International Marketing & Finance”, “IT & Industrial Design”, and “The History

of McIlhenny & Growing a Family Business.” During their visit, McIlhenny Company featured Flavor Labs for students to sample various TABASCO® pairings.

Bill Hyde, Jr., Briarwood West Investments: Hyde took the audience on his career journey, from UL Lafayette student to the boardrooms of America’s great restaurants including Chart House, Morton’s, and Ruth’s Chris.

Donnie Wallace, PGA Tour Operations: Wallace discussed “Bridging the Gap Between Television and the Fan Experience” including his path from UL Lafayette student and football quarterback to leading the PGA Tour’s tournament operations.

Women Leading the Energy Industry: Diedre Toups, Stabil Drill; Jaime Glas, HauteWork; and Trudy McConnaughay, PHI, Inc. participated in a panel discussion on women’s experiences in the oil industry.



MARAIST FINANCIAL SERVICES LAB OPENS

BUSINESS STUDENTS AND FACULTY now have access to the state-of-the-art Maraist Financial Services Lab which opened in August 2018. The lab provides students with a hands-on learning experience with the same technology as finance professionals/financial service industry professionals.

The 1,178 square-foot facility is located in F.G. Mouton Hall and features 24 computer workstations, 12 Bloomberg Terminals, electronic ticker tape display, digital data board, and television monitors for business and financial news. Students will gain experience in portfolio management, financial strategy and markets, trading, modeling, and business

performance analysis. Additionally, a 995 square-foot student lounge was part of the renovations to F.G. Mouton Hall. The lounge provides a comfortable, modern space for students to collaborate and study.

Since fall 2015, students in the Finance 480 Special Topics course, taught by Dr. Praveen Das, have partnered with the UL Lafayette Foundation Investment Committee to offer a student managed investment portfolio. Each fall and spring semester students in this course learn the process of fundamental research analysis and make recommendations concerning \$100,000 worth of stock.

The fall 2018 semester was the first opportunity for students

to utilize the Maraist Financial Services Lab and Bloomberg Terminals to analyze the Foundation's portfolio and determine how to invest the funds. The students presented their research, performance analyses, and investment recommendations for specific stocks to the UL Lafayette Foundation Investment Committee. Student analysts also completed training for their Bloomberg Market Concepts certification.

The Maraist Financial Services Lab was made possible by the financial support from Mike Maraist and his family, the Gachassin family, Gene Fortier State Farm, and Darnall Sikes Wealth Partners LLC.

“LUNCH CLUB” CELEBRATES 30TH ANNIVERSARY

The Lunch Club applied food service management lab celebrated its 30th anniversary. Lunch Club is our on-campus 45-seat casual dining restaurant and commercial kitchen located in Hamilton Hall. Students fully operate the restaurant including menu development, budgeting and staff management.

Students are part of our Hospitality Management major where they prepare for a range of leadership careers in hotels, tourism, theme parks, cruise ships, airlines, casinos and other areas.



100% ONLINE MANAGEMENT DEGREE ANNOUNCED

In January 2019, we announced the launch of our 100% online Bachelor of Science in Business Administration degree in management with classes starting in August 2019. The online program is the same AACSB accredited program as on campus but with the flexibility of taking classes anywhere while balancing other commitments.

The management program enables students to develop the

skills needed to work in many different areas of business and industry, preparing them for managerial positions. Students will take a variety of courses, including accounting, economics, finance, management, and marketing.

Students can earn their degree on either a part-time or full-time basis. We invite first-time, returning, or transfer students to apply.





PROFESSIONAL SALES PROGRAM

Our Sales Program hosted the **9th Annual Ragin' Sales Competition** where undergraduate business students from UL Lafayette, Louisiana State University, Nicholls State University, and Southeastern Louisiana University competed in professional selling role-play utilizing our North-western Mutual Sales and Research

Lab. Our students earned first and third place rankings and were the first place university sales team. Sales team students also competed at the 16th Annual Bayou Sales Challenge in February at Nicholls State and the National Collegiate Sales Competition in March at Kenesaw State University in Georgia.

61ST ANNUAL AWARDS BANQUET

The Moody College of Business held its 61st Annual Awards Banquet on April 11 to celebrate the achievements of our students, faculty, and college. The banquet is a special opportunity to

For 2018 – 2019, we awarded 210 undergraduate and graduate student scholarships totaling more than \$297,953. Three endowed chairs and 78 endowed professorships were awarded to our faculty with stipends and support totaling more than \$620,000. We are grateful for our network of donors whose generosity makes it possible to provide this financial support to our students and faculty.



bring together all who support our college — students, faculty, staff, alumni, and donors. Student scholarship recipients, outstanding graduates, student organizations, and faculty and staff awards recipients were recognized.

The evening was made possible by the generous financial support of our event sponsors. Thank you to our Gold Sponsors **Darnall, Sikes and Frederick, Darnall Sikes Wealth Partners, and Fenstermaker**; our Silver Sponsors **Chick-fil-A, Cintas, and Cardiovascular Institute of the South**; and our Bronze Sponsors **IBERIABANK, Stabil Drill, and Zoom Photo Studio**.



The Colonels Philip & Jean Piccione Endowed Award for Research Excellence

Assistant Professor **Joshua Bendickson**, Department of Management, received the 2018-2019 Colonels Philip and Jean Piccione Endowed Award for Research Excellence. This award is given to a faculty member who contributes exceptional work to their field of study. During the past year, Dr. Bendickson published five journal articles that meet the college's criteria, with each being ranked on

the ABDC journal quality list. Four of these were in journals ranked as "A" and one ranked as "B" in the ABDC journal quality list. Additionally, he made eleven presentations at academic conferences. He also serves in editorial or review roles for twelve journals or conferences and was recently elected as Director at Large for the United States Association of Small Business and Entrepreneurship.



The John T. & Sandra B. Landry Endowed Award for Teaching

Assistant Professor **Chase Edwards**, Department of Marketing and Hospitality, was selected as the recipient of the 2018-2019 John T. and Sandra B. Landry Endowed Award for Teaching. This award is presented annually to a faculty member who demonstrates unwavering commitment to student success. In student surveys, thoughtful comments were shared about Mr. Edwards including "Best instructor I have taken in my years here at the

university", "best professor on campus. I took a class I thought would be a drag and it was presented in a way that was interesting and that related to everyday life. Give this professor a raise!", "Did a fantastic job at teaching the course. You learn course material meshed in with everyday examples that we could all relate to. Well done!", and "Awesome professor! Not only cares about student success in the classroom, but our futures and careers as well."

The Robert “Bob” Merrick Endowed Award for Advising

Master Instructor **Pam Meyer**, Department of Accounting, received the 2018-2019 recipient of the Robert “Bob” Merrick Endowed Award for Advising. This award is presented to a faculty member who has excelled in advising students on their degree



path, course selection, and career opportunities. Meyer evaluates the transcripts of all students who transfer from another major into the Accounting department as well as those transferring to UL Lafayette from another university. In the past year, she advised approximately 75 to 85 students each semester, above the 45 student average. She has received the UL Lafayette Outstanding Advisor Award each year she has applied for the award.

Outstanding Staff Award

Jan Byrd, MBA program office, was selected as the recipient of the 2018–2019 Outstanding Staff Award. This award recognizes an individual who has made a significant impact on the college through their dedication and service to our students,



faculty and staff; high morale and positive attitude; and strong commitment to our mission. Byrd has demonstrated remarkable commitment to the Moody College of Business and our students. She has an exceptional ability to foster collaboration, communication, and cooperation among colleagues.

Outstanding Graduates



B.I. Moody III College of Business Administration

Madeleine Comeaux, (top left) Hospitality Management (Fall '18)

Zach Wells, (top right) Accounting (Spring '19)

Department of Accounting

Michael Wolf, Accounting (Fall '18)

Zach Wells, Accounting (Spring '19)

Department of Economics and Finance

Mary Kirsten Broussard, Insurance & Risk Management (Fall '18)

Jake Wharton, Finance (Spring '19)

Department of Management

Alexandra Casey, Management (Fall '18)

Jasmine Hebert, Management (Spring '19)

Department of Marketing and Hospitality

Madeleine Comeaux, Hospitality Management (Fall '18)

Marylou Major, Marketing (Spring '19)

Outstanding Master's Graduate

Joshua Weilbacher, Master of Business Administration (Fall '18)

Kyle Robichaux, Master of Business Administration (Spring '19)



INNOVATION AND IMPACT

RESEARCH IS AN ESSENTIAL PART OF OUR COLLEGE and University of Louisiana at Lafayette. Through research, our faculty and students contribute to solving problems and helping others.

UL Lafayette specializes in applied research that solves real-world problems and the Moody College of Business faculty is equally committed to conducting research that makes a difference to theory, practice, and pedagogy. As a result, it is no surprise that our scholarship impacts the people, communities, and organizations in the Acadiana region, state of Louisiana, nation, and world.

Our scholarship focuses on intellectual contributions that advance knowledge in our disciplines, understanding of applications of theory for business problems, and practices that influence teaching excellence.

FACULTY ENGAGEMENT

Our faculty continue to produce high-quality research including scholarly articles published in many of the most respected journals in various business disciplines to grant awards from the U.S. Department of Economic Development and the U.S. Department of Agriculture.



FACULTY ENGAGEMENT, INNOVATION AND IMPACT

SELECT GRANTS (2018 – 2019)

Gary A. Wagner, Professor of Economics and Acadiana Business Economist/BORSF Endowed Chair in Economics

Cary Heath, Professor of Economics and Finance
"Louisiana Workforce Occupation Forecasting Project"
Louisiana Workforce Commission

Maria Slater, Instructor of Economics and Finance
Chase Edwards, Assistant Professor of Economics and Finance (Business Law)

"Connect, Engage, Empower and Develop the Leadership of Louisiana Hispanics (CEED)"
The Koch Foundation

Ignatius Cahyanto, Assistant Professor of Hospitality Management

"Visualizing Resilience: Assessing the Impacts of the 2018 Tsunami on Banten's Tourism-Based Small and Medium Sized Enterprises (SMEs)"
Atma Jaya Catholic University (with E. Widodo)

Geoffrey Stewart, Associate Professor of Marketing and The Moody Company/BORSF Endowed Chair in Regional Business Development

"Community Economic Development in Rural Coastal Acadiana Parishes."
U.S. Department of Agriculture

"Seafood Economic Development in Underserved Rural Coastal Acadiana Parishes"
Louisiana Seafood Promotion & Marketing Board (State of Louisiana Lieutenant Governor's Office)

"University Center: Louisiana Entrepreneurship and Economic Development Center (LEED)"
Economic Development Administration

SELECT JOURNAL ARTICLES (2018 – 2019)

Harlan Ethridge, Associate Professor of Accounting and Kathy Hsu, Associate Professor of Accounting
"Dimensions of Ethical Leadership Delineated by Codes of Ethics for Executives and Financial Officers"
International Journal of Accounting and Financial Reporting

"Ethical Reporting and Compliance: SOX 406 and Large Oil and Gas Corporations Listed on U.S. Stock Exchanges"
Oil, Gas and Energy Quarterly

Sarfraz Khan, Associate Professor of Accounting
"CFO Outside Directorship and Financial Misstatements"
Accounting Horizon

Joshua Bendickson, Associate Professor of Management
"Operational Performance: The Mediator Between Human Capital Developmental Programs and Financial Performance"
Journal of Business Research
(with T. Chandler)

Tom Wilson, Professor of Accounting
"Representation of Women on Corporate Boards and Influential Committees"
The BRC Academy Journal of Business

Deergha Adhikari, Professor of Economics and Finance
"Measuring the Degree of Cross-Country Capital Mobility"
International Journal of Business and Social Science

Sarah Skinner, Associate Professor of Economics and Finance
"American Art as an Investment: New Evidence from an Alternate Approach"
Journal of Economics and Finance
(with J.D. Jackson)

Linus Wilson, Associate Professor of Economics and Finance
"Overpaid CEOs Got FDIC Debt Guarantees"
North American Journal of Economics and Finance

Colleen Wolverton, Associate Professor of Management
"Outsourcing Success in the Eye of the Beholder: Examining the Impact of Expectation Confirmation Theory on IT Outsourcing"
Information & Management
(with R. Hirschheim, R. Black and J. Burleson)

Zhiwei Zhu, Professor of Marketing
"Analysis of China's Energy Consumption Changing Using the Mean Rate of Change Index and Logarithmic Mean Divisia Index"
Energy
(with Y. Wang)

Ram Thakur, Associate Professor of Marketing
"A Comparative Study of Corporate User-Generated Media Behavior: Cross-Cultural B2B Context"
Industrial Marketing Management
(with D. AlSaleh)



AN INVITATION TO GIVE

YOUR GIFT TO THE B.I. MOODY III College of Business Administration is an investment in academic excellence. Your support is critical in developing the next generation of business leaders through innovation, collaboration and research. Give now to support the greatest needs of the college such as technology upgrades, faculty support, curriculum advancement, facility updates, and professional development opportunities for students.

Matching Gifts Can Double or Triple Your Gift

Double or triple the impact of your gift! Many employers sponsor matching gift programs and will match the charitable contributions made by current employees, retirees, and their spouses. Contact your company representative to find out if your company is eligible.

To Give Online

Make a secure gift to the college online at: give.louisiana.edu.

To Give by Phone

Please call the UL Lafayette Foundation at (337) 482-0700.



To Give by Mail

Please make your check payable to the UL Lafayette Foundation and note the "Moody College of Business" on the memo line. You can mail your gift to the UL Lafayette Foundation at P.O. Box 44290, Lafayette, LA 70504-4290.





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